



Meth Resources for Families, Coalitions, Community Groups, First Responders and Law Enforcement

The Office of National Drug Control Policy's Anti-Meth Campaign has developed a number of FREE resources to help those working to prevent and treat meth addiction. To download any of the resources or for more information on the Anti-Meth Campaign, please visit **MethResources.gov**. Featured is the campaign's "Life After Meth" series highlighting inspirational personal stories of those who have successfully fought their meth addiction, as well as individuals combating meth on the frontlines. Also included are print advertisements that are free and customizable. Other advertising materials include radio and online ads that can be previewed on the campaign Web site, **MethResources.gov**.

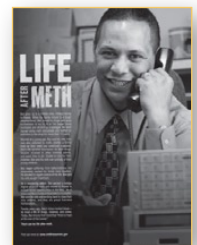
RESOURCES

"Life After Meth" posters (downloadable)

There are many ways to use these posters and include them in new or existing substance abuse prevention and outreach efforts. A few suggestions:

- Insert into organizational publications as ads
- Print and place in high traffic areas at large employers, shopping venues or community centers
- Print, frame, and display at relevant community events
- Display as an exhibit at public venues such as libraries, treatment centers, etc.

As a teenager, Ben turned to drugs and gang involvement to try to fit in. He started using meth exclusively and was addicted for more than 12 years. His life spiraled downward and his future looked bleak—he lived a life of drugs, violence, and crime. He regained control of his life through treatment, earned a college degree, and is now a certified chemical dependency counselor.



Heather had a rough childhood. She came from a family of substance users and was abused at an early age. At 13, Heather started using meth and hanging around with older guys—at 17, she ran away. Desperate for cash, Heather supported her addiction through illegal means. She ended up with a lengthy arrest record, slept in abandoned buildings, and ate out of a dumpster. Heather turned her life around, fully committed to recovery, and enrolled in a structured treatment program. She is now a proud homeowner, enrolled in college, and working toward a degree in social work.

"Preventing Methamphetamine Use in Your Community"



This new STRATEGIZER, developed with the Community Anti-Drug Coalitions of America (CADCA), offers coalitions strategies they can use to create a localized community action plan and media campaign to help drive interest in your community about meth abuse, prevention, and successful treatment. The Meth Strategizer suggests specific strategies to combat meth, including calling attention to best practices and successful coalition case studies.

DOWNLOAD at **www.MethResources.gov**.
ORDER COPIES at **www.cadca.org**.

The Anti-Meth Campaign is offering four print “Open Letter” ads that are customizable for local organizations to use as print PSAs to help further the important message that there is hope – meth addiction can be treated and overcome. Within each “Open Letter” pdf document, there is a “customizable text box.” Local organizations may insert their own contact, call-to-action, partner or other relevant information in the “customizable text box” area.

Visit **MethResources.gov** for additional information and instructions on downloading all the print PSAs.

The Anti-Meth Campaign is also offering radio ads as PSAs. Organizations can customize the radio ads by inserting their specific call-to-action in a tag at the end of the ad. Full 30-second ads directing listeners to methresources.gov are also available.

Two Worlds. One Me.

When we tell our friends that we're sometimes into shopping, they always tell us to stop with our credit. But that's what makes my hobby so interesting. My husband, my job, my life.

There are lots of cool things about being into it. Good music, great art, and all that.

Loren, owner of Moxie.

Moxie.

This past year, ONDCP, in partnership with the National Congress of American Indians and the Partnership for a Drug-Free America, launched the first-ever national public service campaign designed to raise awareness and reduce use of methamphetamine in Native communities.

ONDCP has created several online banner ads that you can add to your Web site so you can help spread the anti-meth message.

Meth will take your

Meth will take your

Meth will take your self-respect, home, friends, family

Meth will take you

Those who use meth can lose everything.

Think twice.
methresources.gov



Use the **MethResources.gov** RSS Wire to easily add methamphetamine news headlines to your own blog or Web site. The **MethResources.gov** RSS Wire includes headlines and links to publications, conferences, and other materials that are added to **MethResources.gov**. The MethResources.gov RSS Wire automatically refreshes each time **MethResources.gov** is updated, keeping your Web site's content fresh. Read these simple instructions to find out how you can add **MethResources.gov** content to your site.

Visit **MethResources.gov** frequently for updates to the available materials.